Thus, for us to train our pizza cooks, who are artists, to make pizza with just their hands, our training time is a lot longer. It's hard to get somebody up to 20 years experience level. That's another reason we have not franchised."

Carryout and Pizza Rolls

"We have a lot of carryout," notes Di Mizio. Despite Luca's clientele being drawn mainly from mall shoppers, "people call specifically just to come in and get a whole pizza." Whole Neapolitan pies vary in price from $8.88 for a one-topping, 12-inch (small) to $15.65 for a 16-inch (large) Luca's Deluxe. Sicilian goes for $9.98 for a one-topping (small), half-pan portion to $19.65 for a 16-inch Luca's Deluxe. Only nine different toppings are offered.

"Our New York-style pizza is not paper thin," notes Freeland. "It's one notch above thin, yet thick enough to hold itself together, with a little bit of crispiness on the bottom."

In addition to whole pies, calzones, subs and salads, and lasagna, homemade pizza rolls are a big seller. "We came up with the term *pizza rolls*," explains Freeland, "because the average person around here is not familiar with the term calzones. Ham and cheese calzones, spinach, stromboli and such are all made fresh, and we cook them right on the hearth of the oven."

"Many customers come to us for our calzones," says Di Mizio. "Nobody else in this area offers calzones, but we've been in Indianapolis about 16 years, so people here have learned what a good calzone should be." Freeland estimates that calzones account for a third of Luca's sales revenues.

The menu item most unique to Luca Pizza, however, is the breadsticks. "Here in Indianapolis, pepperoni-filled breadsticks are a big, big success," notes Di Mizio. "We introduced our breadsticks about 10 years ago. They are made of pizza dough, with pepperoni inside, and topped with garlic and olive oil.

Though Luca's pizza is the star attraction, the item most unique to Luca's menu, and a big success in Indianapolis, is its pepperoni-filled breadsticks, made of pizza dough, with pepperoni inside, topped with garlic and olive oil.

Accommodation by the Book — An Excerpt

Keep your customers coming back

Enhance customer service by helping your staff understand how to accommodate non-smokers and smokers alike. From owner to manager, hostess to server, all contribute to a customer's dining experience. Specific suggestions for your staff can be found in The Accommodation Program restaurant Source Book. Receive it FREE along with a catalog for other FREE materials when you participate in The Accommodation Program. Look for the reply card in this publication or call

1-800-929-1414.

The Accommodation Program®
Courtesy of Philip Morris Incorporated

Action Facts #33

2061037675

Source: https://www.industrydocuments.ucsf.edu/docs/jmfp0003

2061037675